

## Message Text

UNCLASSIFIED

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53

ACTION COME-00

INFO OCT-01 EUR-06 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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R 121111Z DEC 73

FM AMEMBASSY BERN

TO SECSTATE WASHDC 8508

INFO AMCONSUL ZURICH

AMEMBASSY PARIS

UNCLAS BERN 5013

FOR: STATE FOR USDOC/BIC/SHEAFFER

FOR: PARIS FOR JOHNSON GARRETT

E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJECT: INVEST IN USA SEMINAR AT DUTTWEILER INSTITUTE

REF: BERN 4778 TO USDOC AND PREVIOUS (NOTAL)

1. SUBJECT SEMINAR A GREAT SUCCESS, 76 ATTENDED, INCLUDING REPRESENTATIVES OF NEARLY 50 SMALL TO MEDIUM SIZE SWISS FIRMS, PLUS FIRMS FROM GERMANY AUSTRIA AND THE NETHERLANDS. ALSO REPRESENTED WERE NASDA AND SIX INDIVIDUAL STATES, PLUS PUERTO RICO, DES MOINES, DENVER AND NORTHWEST ARKANSAS. FACILITIES AND TECHNICAL SUPPORT AT DUTTWEILER INSTITUTE OUTSTANDING.
  2. CALIBER OF SPEAKERS AND PRESENTATIONS GENERALLY EXCELLENT. HIGH POINT WAS DISCUSSION BY DIRECTOR GENERAL OF NESTLE, AND PRESIDENT OF SMALL FIRM, BUSER AG, CONCERNING THEIR EXPERIENCES AS INVESTORS IN U.S.. THEIR GENERALLY POSITIVE PRESENTATIONS GENERATED LIVELY DISCUSSION WITH CONSIDERABLE INTEREST IN EXPERIENCES OF THE SMALLER SWISS FIRM, BUSER AG, WHO ESTABLISHED U.S. MANUFACTURING OPERATION IN SPARTANBURG, S.C., LAST YEAR.
  3. COMPOSITION SEMINAR PARTICIPATION WOULD APPEAR TO SUBSTANTIATE OUR LONG-HELD VIEW THAT WE SHOULD CONCENTRATE
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INVEST IN USA EFFORTS ON SMALL TO MEDIUM SIZE SWISS FIRMS.

PERSONAL CNTACTS WITH REPS PARTICIPATING FIRMS INDICATE THAT MOST ARE MFGRS OF HIGH TECHNOLOGY CPAITAL GOODS WITH U.S. AS MOST IMPORTANT EXPORT MARKET. HOWEVER, DUE CREDIT RESTRICTIONS, TIGHT LABOR SITUATION, AND REVALUATION OF SF, THESE SAME FIRMS REALIZE THAT TRANSFER PRODUCTION FACILITIES MAY BE ONLY WAY TO COMBAT DWINDLING PROFIT MARGINS. WE LEARNED FROM BALZERS SALES DIRECTOR FOR U.S., FOR EXAMPLE, THAT HIS FIRM, INTERNATIONALLY-KNOWN MFGR AND EXPORTER HIGH VACUUM PUMPS AND THIN FILM, WILL ESTABLISH 50-EMPLOYEE PRODUCTION FACILITY EITHER RHODE ISLAND OR MASS.

4. ON BALANCE WE BELIEVE SEMINAR WILL BEAR FRUIT FOR INVEST IN USA PROGRAM. EMBASSY PLANS FOLLOW UP WITH LETTER OFFERING ASSISTANCE TO EACH PARTICIPANT.

5. APPRECIATE USDOC SUPPORT THIS WORTHWHILE EFFORT.  
PERCIVAL

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 12 DEC 1973  
**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Subject:** INVEST IN USA SEMINAR AT DUTTWEILER INSTITUTE  
**TAGS:** BEXP, SZ  
**To:** STATE  
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